

REMARKS

Applicants have thoroughly considered the Examiner's remarks in the Office Action dated February 26, 2009. Claims 1, 2, 4, 7-13, 16, and 19 are pending. Claims 1, 2, 4-13, 16, and 19 stand rejected. Claims 3, 5, 6, 14, 15, 17, 18, and 20 have been canceled. Applicants respectfully request allowance in view of the amendments and remarks herein.

Claim Rejections Under 35 U.S.C. § 103Claims 1 and 16

The rejection of Claims 1 and 16 under 35 U.S.C. § 103(a) as being unpatentable over Thomas, U.S. Patent 6,401,118, in view of Hosea, U.S. Publication No. 2005/0204276 (hereinafter Hosea), and further in view of Morrell, Jr, U.S. Patent Publication 2002/002597 (hereinafter Morrell) is respectfully traversed.

Claim 1 recites a system including "an integrated web ring (IWR) site of a server managing the IWR a host Web site provided by the server and accessible by users, said host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme; and tracking software for monitoring user access to the IWR site, to the selected partner Web page and to the substantially non-commercial content on the host Web pages and generating performance indicators relating thereto, wherein the tracking software enables a removal of content of low user interest from the substantially non-commercial content provided by the partners relating to the theme based on the generated performance indicators, wherein content of low user interest is substantially non-commercial content with access by users being below a threshold level."

The Examiner acknowledges that Thomas does not explicitly disclose generating performance indicators thereto, wherein

tracking software enables revision of content of low user interest from substantially non-commercial content provided by partners relating to a theme based on generated performance indicators, and relies on Hosea as allegedly describing this feature. Applicants respectfully disagree.

Hosea describes a method to personalize a requested Web page. More specifically, Hosea describes that a Web page personalization component 124 analyzes a respective user profile and HTML file profile to determine a most effective organization for content of the requested Web page for display to that particular user. A proxy server 114 accesses the profiled version of the HTML file from a HTML file profile database 127. Certain content components, if deemed to be of low interest to the user, may be eliminated from the Web page display altogether. **Notably, Hosea does not describe or suggest removing content of low user interest from substantially non-commercial content provided by partners relating to a theme based on generated performance indicators, wherein content of low user interest is substantially non-commercial content with access by users being below a threshold level. In contrast to the present invention, Hosea describes that content of low user interest is removed based on a user's profile, not an amount the content is accessed.**

In addition, the Examiner alleges that Morrell describes a system and method that enables online retailers to place icons into a host website. However, even if Morrell describes a system and method that enables online retailers to place icons into a host website, Morrell does not remedy the deficiencies of Thomas and Hosea in describing or rendering obvious the feature of removing content of low user interest from substantially non-commercial content provided by partners relating to a theme based on generated performance indicators, wherein content of low user interest is substantially non-

commercial content with access by users being below a threshold level.

Applicants respectfully submit that no combination of Thomas, Hosea, and Morrell, describes or suggests a system that includes an integrated web ring (IWR) site as recited in Claim 1. More specifically, no combination of Thomas, Hosea, and Morrell describes or suggests an integrated web ring (IWR) site that includes tracking software for removing content of low user interest from substantially non-commercial content provided by partners relating to a theme based on generated performance indicators, wherein content of low user interest is substantially non-commercial content with access by users being below a threshold level.

Rather, in contrast to the present invention, Thomas describes a system that reports matches to a user based on search terms provided by the user wherein each match is scored based on matching the search terms, Hosea describes that content of low user interest is removed based on a user's profile, not based on an amount the content is accessed, and Morrell describes a system that counts a number of times a user clicks through to a website and rewards the user for clicking through to the website.

Accordingly, for at least the reasons set forth above, Applicants submit that Claim 1 is patentable over Thomas in view of Hosea, and further in view of Morrell.

Claim 16 depends from independent Claim 1. When the recitations of Claim 16 are considered in combination with the recitations of Claim 1, Applicants submit that Claim 16 is patentable over Thomas in view of Hosea, and further in view of Morrell for at least the same reasons Claim 1 is patentable.

For at least the reasons set forth above, Applicants respectfully request the rejection of Claims 1 and 16 under 35 U.S.C §103(a) be withdrawn.

Claims 2, 4, 7-13, and 19

The rejection of Claims 2, 4, 7-13, and 19 under 35 U.S.C. § 103(a) as being unpatentable over Thomas, in view of Hosea, in view of in view of Bowers et al, U.S. Patent 7,266,839 (hereinafter Bowers), and further in view of Morrell, is respectfully traversed.

Claim 2 recites a method for controlling information relating to a theme, the information being available on an integrated web ring (IWR) of a server and a plurality of partners. The method includes "removing, as a function of said tracking, content of low user interest from the substantially non-commercial content provided by the partners relating to the theme, wherein content of low user interest is substantially non-commercial content with access by users being below a threshold level."

The Examiner acknowledges that Thomas does not explicitly disclose tracking user access to substantially non-commercial content and relies on Hosea as allegedly describing this feature. Applicants respectfully disagree.

Hosea describes a method to personalize a requested Web page. More specifically, Hosea describes that a Web page personalization component 124 analyzes a respective user profile and HTML file profile to determine a most effective organization for content of the requested Web page for display to that particular user. A proxy server 114 accesses the profiled version of the HTML file from a HTML file profile database 127. Certain content components, if deemed to be of low interest to the user, may be eliminated from the Web page display altogether. **Notably, Hosea does not describe or**

suggest removing content of low user interest from substantially non-commercial content provided by partners relating to a theme based on generated performance indicators, wherein content of low user interest is substantially non-commercial content with access by users being below a threshold level. In contrast to the present invention, Hosea describes that content of low user interest is removed based on a user's profile, not an amount the content is accessed.

In addition, the Examiner alleges that Morrell describes a system and method that enables online retailers to place icons into a host website. However, even if Morrell describes a system and method that enables online retailers to place icons into a host website, Morrell does not remedy the deficiencies of Thomas and Hosea in describing or rendering obvious the feature of removing content of low user interest from substantially non-commercial content provided by partners relating to a theme based on generated performance indicators, wherein content of low user interest is substantially non-commercial content with access by users being below a threshold level.

Further, the Examiner alleges that Bowers describes a host that has a capability of modifying information from partner resources that will be viewed by users and that the modified information from the partner resources includes a title partner page. However, even if Bowers describes a host that has a capability of modifying information from partner resources that will be viewed by users and that the modified information from the partner resources includes a title partner page, Bowers does not remedy the deficiencies of Thomas, Hosea, and Morrell in describing or rendering obvious the feature of removing content of low user interest from substantially non-commercial content provided by partners relating to a theme based on generated performance indicators, wherein content of low user interest is substantially non-

commercial content with access by users being below a threshold level.

Applicants respectfully submit that no combination of Thomas, Hosea, Bowers, and Morrell, describes or suggests a system that includes an integrated web ring (IWR) site as recited in Claim 1. More specifically, no combination of Thomas, Hosea, Bowers, and Morrell describes or suggests an integrated web ring (IWR) site that includes tracking software for removing content of low user interest from substantially non-commercial content provided by partners relating to a theme based on generated performance indicators, wherein content of low user interest is substantially non-commercial content with access by users being below a threshold level.

Rather, in contrast to the present invention, Thomas describes a system that reports matches to a user based on search terms provided by the user wherein each match is scored based on matching the search terms, Hosea describes that content of low user interest is removed based on a user's profile, not based on an amount the content is accessed, Bowers describes a host that has a capability of modifying information from partner resources that will be viewed by users, and Morrell describes a system that counts a number of times a user clicks through to a website and rewards the user for clicking through to the website.

Accordingly, for at least the reasons set forth above, Applicants submit that Claim 2 is patentable over Thomas in view of Hosea, in view of Bowers, and further in view of Morrell.

Claim 4 depends from independent Claim 2. When the recitations of Claim 4 are considered in combination with the recitations of Claim 2, Applicants submit that Claim 4 is patentable over Thomas, in view of Hosea, in view of Bowers,

and further in view of Morrell for at least the same reasons Claim 2 is patentable.

Similar to independent Claim 2, independent Claims 7 and 19 also recite removing content of low user interest from substantially non-commercial content provided by partners relating to a theme based on generated performance indicators, wherein content of low user interest is substantially non-commercial content with access by users being below a threshold level. Therefore, for at least the same reasons presented above with respect to independent Claim 2, independent Claims 7 and 19 are also patentable over Thomas, in view of Hosea, in view of Bowers, and further in view of Morrell.

Claims 8-13 depend from independent Claim 7. When the recitations of Claims 8-13 are considered in combination with the recitations of Claim 7, Applicants submit that Claims 8-13 are also patentable over Thomas, in view of Hosea, in view of Bowers, and further in view of Morrell for at least the same reasons Claim 7 is patentable.

For at least the reasons set forth above, Applicants respectfully request the rejection of Claims 2, 4, 7-13, and 19 under 35 U.S.C §103(a) be withdrawn.

The Commissioner is authorized to charge Deposit Account No. 01-2384 for any fees incurred during the pendency of this application.

In view of the foregoing amendment and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

Respectfully submitted,

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